

# ReachLocal Wins 3 Google AdWords ANZ Premier SME Partner Awards

Awards highlight ReachLocal's best-in-class digital search technology and customer service

Sydney, Australia – 23 February 2016 – ReachLocal Australia, a leader in powering online marketing for local businesses, today announced that it has won three of the Google AdWords ANZ Premier SME Partner (PSP) Awards: Best Quality AdWords Accounts, Highest Customer Service Satisfaction, and Highest AdWords Account Performance Satisfaction.

This is the second consecutive year in which ReachLocal ANZ has won the Best Quality AdWords Accounts and Highest AdWords Account Performance Satisfaction awards. In December 2015, ReachLocal also won Google Quality Score Champion award in North America and Latin America, as well as Google's Innovator Award in Canada.

"These awards, along with the Google awards that ReachLocal also won for Quality Score in North America and Latin America, highlight the exceptional services and best-in-class performance that ReachLocal provides to our clients," said ReachLocal CEO Sharon Rowlands. "We are honored to be recognized in the Google AdWords ANZ Premier SME Partner program with these awards, and congratulate our teams for everything they do to get our clients the results they want – more customers. The fact that ReachLocal ANZ won these awards two years' running is a testament to the quality and service we aim to provide our clients"

"The Google AdWords Premier SME Partner Program was created to help small- and medium-sized businesses who don't have the time or resources to manage their advertising campaigns," says James Sanders, head of Google's APAC Channel Sales partnerships. [1] Our PSP partners like ReachLocal Australia offer expertise, experience, and end-to-end customer service so business owners can focus on running their businesses."

The Google AdWords Premier SME Partner Program (PSP) connects Google's trusted and experienced AdWords partners with small- and medium-sized businesses that want expert help in creating, managing and optimizing their online advertising campaigns. In addition to in-depth AdWords expertise, PSP partners provide full-service campaign management, detailed reporting, one-on-one customer support, and broad marketing guidance to help advertisers make the most of their campaigns.

Premier SME Partners meet Google's highest standards and criteria for qualification, transparency, and customer service, which includes completing extensive Google product and account management training. This ensures they can provide small businesses with the most effective AdWords advertising solutions.

## About ReachLocal

ReachLocal, Inc. (NASDAQ: RLOC) helps local businesses grow and operate their business better with leading technology and expert service for our clients' lead generation and conversion. ReachLocal is headquartered in Woodland Hills, Calif. and operates in four regions: Asia-Pacific, Europe, Latin America and North America.

[www.reachlocal.com.au](http://www.reachlocal.com.au)

## Contacts

Katherine Bruce

+61 2 8197 5774

mailto: [katherine.bruce@reachlocal.com.au](mailto:katherine.bruce@reachlocal.com.au)